

IN THE SPECIFICATION

The specification as amended below with replacement paragraphs shows added text with underlining and deleted text with ~~strikethrough~~.

Please **REPLACE** the paragraph beginning at page 2, lines 25-29, as follows:

Therefore, with the foregoing in mind, it is an object of the present invention to provide a digital contents advertisement display system using an auction that allows an advertisement sponsor and a contents creator to directly deal with each other, and enables an advertising cost to be laid down in accordance with advertising effects.

Please **REPLACE** the paragraph beginning at page 7, line 26, as follows:

Next, reference numeral 3 denotes a sponsor determining part for determining an advertisement sponsor, which has bid the highest price for the advertisement tenant, to be a sponsor of the advertisement tenant, and notifies the advertisement sponsor of the determination. More specifically, the sponsor determining part provides the right of ~~user~~use of the advertisement tenant to an advertisement sponsor that has bid the highest price among those which have bid for the advertisement tenant during a predetermined bidding period.